

## Pressespiegel 2025

Berichterstattung  
NOVOMATIC

Erstellt von **Group Marketing & Communications**

Datum **26.05.2025 / KW 21**

yogonet.com, 23.05.2025

#### PREMIUM OBSIDIAN PACKAGE LAUNCHED

## NOVOMATIC unveils GLOBE LINK Xtension Volume 2 at GAT Cartagena



Austrian gaming technology company **NOVOMATIC** launched its latest innovation, **GLOBE LINK Xtension Volume 2**, at **GAT Cartagena**, reaffirming its position as a benchmark in gaming innovation for the region.

The unveiling was part of the **RUBY PACKAGE**, which integrates the new jackpot series with the **BLACK EDITION II 1.49J cabinet**. The vertical format cabinet features a J-curved screen designed to showcase immersive bonus games and enhance visual impact, supporting stronger floor performance.

Featuring five high-performing titles **Golden Chicago XL**, **Savanna Heat**, **Sugar Bliss**, **Thunder Reign**, and **Tiki Crush**, the jackpot incorporates Golden Spins, Expanding Reels, and the Xpress Feature. NOVOMATIC presented the product as a revitalization of its Linked Progressives portfolio.

“With GLOBE LINK Xtension Volume 2, we’re adding a new alternative to our flagship category. **This launch enhances the player experience through real innovation and tools that help our clients achieve better results,”** said Manuel Del Sol, Managing Director of NOVOMATIC Gaming Colombia.

**For operators seeking premium solutions, the company introduced the OBSIDIAN PACKAGE,** which pairs the IMPERA LINK Series 2 jackpot with the BLACK EDITION II 3.27 cabinet, known for its distinctive design and operational flexibility.

Also on display were **SUPERIA GOLDEN LINK Volume 2 in the BLACK EDITION II 3.32 cabinet, and NOVOLINE GOLDEN LINK Edition 2,** shown in the MASTER SL 3.32 cabinet—reinforcing NOVOMATIC’s standing in the Linked Progressives category.

In the multi-game segment, **NOVOMATIC presented NOVOLINE Interactive Edition X4 and Impera Line HD Edition 9, both housed in PANTHER 2.27 cabinets,** recognized for their adaptability and performance across various floor configurations.

NOVOMATIC also emphasized its commitment to relationship-building at GAT Cartagena. “At GAT Cartagena, our goal wasn’t just to showcase our products, but also to create a space where our clients could truly experience the brand. **Our booth reflected that vision: top-tier solutions, personalized service, and a setting designed to build real relationships,”** Del Sol said.



casinointernational-online.com, 21.05.2025

## NOVOMATIC unveiled the major launch of GAT Cartagena: GLOBE LINK™ Xtension Volume 2



**GLOBE LINK™ Xtension Volume 2 and the NOVOMATIC product portfolio set the tone for the event, reaffirming the company's position as a benchmark in gaming innovation for the region.**

Once again, Cartagena became the center of the gaming industry, and NOVOMATIC's booth drew everyone's attention with the official launch of GLOBE LINK™ Xtension Volume 2, a solution that refreshes and strengthens the brand's Linked Progressives portfolio.

The launch was presented as part of the exclusive RUBY PACKAGE, which combines this new game series with the BLACK EDITION II 1.49J cabinet – a vertical format with a J-curved screen, ideal for showcasing immersive bonus games and captivating visual elements – along with a completely renewed sign that is designed to have a high visual impact and enhance floor performance.

With engaging mechanics – such as Golden Spins, Expanding Reels, and the Xpress Feature – plus five high-performing titles (Golden Chicago™ XL, Savanna Heat™, Sugar Bliss™, Thunder Reign™, and Tiki Crush™), this new jackpot was undoubtedly one of the highlights of the event.

## **Two packages, one promise: higher engagement and profitability**

For operators seeking premium experiences, NOVOMATIC introduced the OBSIDIAN PACKAGE, combining the IMPERA LINK™ Series 2 jackpot with the BLACK EDITION II 3.27 cabinet, which is known for its striking design and operational versatility.

Alongside these solutions, the brand reinforced its leadership in the Linked Progressives category, showcasing options like SUPERIA GOLDEN LINK™ Volume 2, available in the BLACK EDITION II 3.32, and NOVOLIN™ GOLDEN LINK™ Edition 2, displayed in the MASTER SL™ 3.32 cabinet.

## **Multi-games and operational flexibility**

In the multi-game segment, NOVOMATIC showcased the renowned NOVOLIN™ Interactive Edition X4 and Impera Line™ HD Edition 9, both integrated into PANTHER 2.27 cabinets, recognized for their proven performance and adaptability to different floor profiles.

“With GLOBE LINK™ Xtension Volume 2, we’re adding a new alternative to our flagship category. This launch enhances the player experience through real innovation and tools that help our clients achieve better results,” said Manuel Del Sol, Managing Director of NOVOMATIC Gaming Colombia.

## **An experience beyond the product**

NOVOMATIC’s booth at GAT Cartagena also became a place for making connections. Clients, operators, and partners enjoyed personalized attention in a friendly and welcoming atmosphere that fostered genuine conversations and meaningful networking.

“At GAT Cartagena, our goal wasn’t just to showcase our products, but also to create a space where our clients could truly experience the brand. Our booth reflected that vision: top-tier solutions, personalized service, and a setting designed to build real relationships,” added Manuel Del Sol, Managing Director of NOVOMATIC Gaming Colombia.

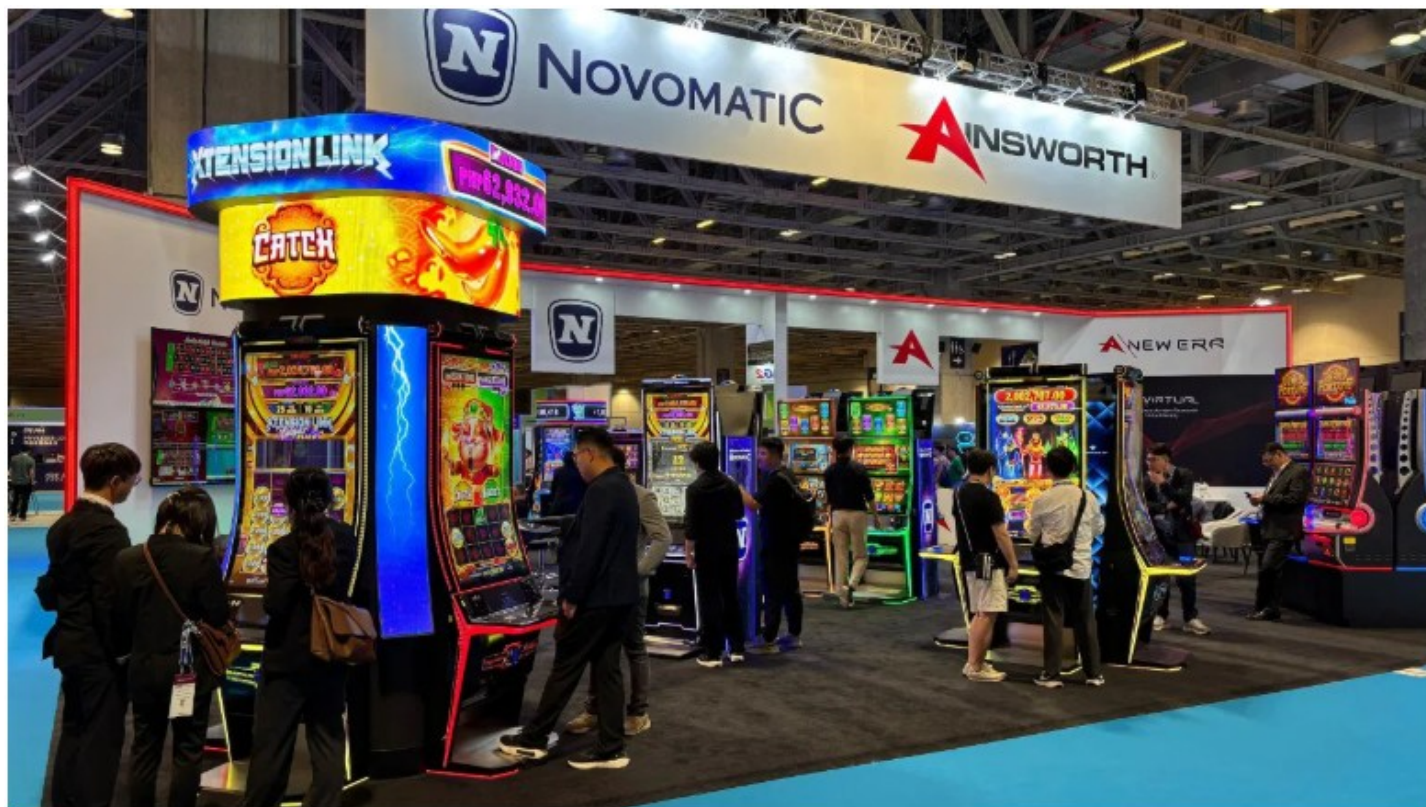
Discover all of NOVOMATIC’s products, solutions, and updates for Latin America at [www.novomaticclub.com](http://www.novomaticclub.com).



yogonet.com, 21.05.2025

#### HIGHLIGHTS NOVO UNITY PRO ETG PLATFORM

## NOVOMATIC showcases region-focused innovations at G2E Asia 2025 in Macao



Austrian gaming technology group **NOVOMATIC** reported strong visitor turnout and positive customer feedback at G2E Asia 2025, held May 7–9 at The Venetian Macao, underscoring its growing momentum in the Asian gaming market.

The company highlighted next-generation products tailored to regional preferences, with key innovations drawing interest from operators across Asia. **Among the standout offerings were upgrades to the DIAMOND X 1.55J QUATTRO, featuring XTENSION LINK Volumes 3 and 4, and the new XTENSION LINK Evolution, which garnered praise for its visual impact and gameplay mechanics.**

Other featured products included the **DIAMOND X 2.32/3.32 multi-screen cabinet with GAMINATOR X5**, and the **BLACK EDITION II series**. The **BLACK EDITION II XL 2.32/3.32**, powered by IMPERA LINK Series 2, and the **BLACK EDITION II 1.49J** with Impera PROLINK and RISING TREASURES, were well received for their regional appeal and performance. NOVOMATIC also presented the **MASTER SL 2.32/3.32**, further demonstrating the company's multi-tiered approach.

The firm also spotlighted its **electronic table game (ETG) platform, NOVO UNITY PRO**, which allows players to engage with up to three live games—such as Sic Bo, Baccarat, or Roulette—simultaneously. The system's flexibility and customization capabilities were praised by operators looking to meet local preferences and regulatory standards.

Additionally, the **NOVOVISION Casino Management System** attracted interest for its **suite of operational tools**, including biometric access, single-wallet integration, and advanced loyalty features.

**"G2E Asia 2025 was once again an outstanding opportunity to engage with partners from across the region and present the full scope of our technology portfolio,"** said **Kenan Bajram**, Deputy Director Global Sales at NOVOMATIC AG. "Asia's land-based gaming market is as diverse as it is dynamic- each country has its own regulatory framework, technical standards, and player preferences. Our success at this year's show confirms that NOVOMATIC is well-positioned to meet these varied demands with tailored solutions that combine innovation, reliability, and full regulatory compliance."

NOVOMATIC said the positive reception reinforces its commitment to **supporting expansion in key markets**, including Malaysia and the Philippines.



automatenmarkt.de, 21.05.2025

## **Dr. Daniel Henzgen und Dominik Meier stellen ihr Buch „Der Mensch, das Spiel und der Zufall“ in Berlin vor**

Dr. Daniel Henzgen und Dominik Meier präsentierten ihr Buch „Der Mensch, das Spiel und der Zufall“ am 19. Mai im Quadriga Café in Berlin vor rund 40 Gästen aus Politik, Medien und Public Affairs.

Das Buch „Der Mensch, das Spiel und der Zufall“ versteht sich als historisch-systematische Annäherung an die Faszination des Gewinnspiels und will frische Denkanstöße geben.

Dr. Daniel Henzgen verriet, dass am Anfang eigentlich gar kein Buch geplant war.

### **Alles hinterfragen und Denkanstöße geben**

„Es begann mit Gedanken und Diskussionen in der erzwungenen Ruhe der Coronazeit. Eine Zeit, einmal alles zu hinterfragen“, so Henzgen.

Auf die Frage nach der Zielstellung antwortet Henzgen: „Es ist so viel über das Thema in den vergangenen Jahrhunderten gesagt, geschrieben und diskutiert worden, dass es an der Zeit ist, neutral und wissenschaftlich auf den Punkt zu kommen, aus der Historie zu lernen und Denkanstöße zu geben. Dabei steht unser Spielangebot, das Gewinnspiel, im Mittelpunkt. Unser Produkt wurde schon immer in unterschiedlichen Facetten gesehen, kritisiert und bewertet. Heute ist daraus vor allem in der politischen Betrachtung eine weltanschauliche Diskussion geworden, die in der Moderne in der Pathologisierung der Spielfreude mündete. Damit verbunden ist auch ein Element von Ausübung staatlicher Machtinteressen.“



Am 19. Mai stellten die beiden Autoren, Dr. Daniel Henzgen und Dominik Meier, ihr Buch „Der Mensch, das Spiel und der Zufall“ im Quadriga Café in Berlin vor.



Rund 40 Gäste aus Politik, Medien und Public Affairs kamen zur Buchvorstellung in Berlin.



Die Autoren lasen ausgewählte Passagen vor und führten durch eine Vernissage, die die Themen des Buches künstlerisch reflektierte.



## Diskussionsgrundlage

Das Buch soll den Autoren zufolge aufklären und zwar in dem Sinne, die historischen und gesellschaftlichen Fakten zu benennen und in Zusammenhang zu bringen. Zudem soll es vor allem als Diskussionsgrundlage dienen, um das von Spannung geprägte Verhältnis zwischen Staat und Gewinnspiel genauer zu betrachten.

Ein Interview mit Dr. Daniel Henzgen über das Buch *„Der Mensch, das Spiel und der Zufall“* lesen Sie in unserer diesjährigen März-Ausgabe ab Seite 74.

*„Der Mensch, das Spiel und der Zufall“* von Dr. Daniel Henzgen (Geschäftsführer Kommunikation & Compliance bei Löwen Entertainment) und Dominik Meier (Inhaber von Miller & Meier Consulting) ist erschienen im [Springer Wissenschaftsverlag](#).

europeangaming.eu, 21.05.2025

# NOVOMATIC celebrates a successful showcase at G2E Asia 2025



**NOVOMATIC** enjoyed a highly successful presence at this year's G2E Asia, which was held from May 7–9 at The Venetian Macao. The company impressed visitors with a well-curated portfolio of advanced gaming solutions that are specifically tailored to the Asian market – drawing a strong attendance, excellent customer engagement, and positive feedback across the board.

## **Strong customer interest in next-generation product highlights**

This year's showcase focused on delivering both innovation and regional relevance, with a lineup designed to elevate the player experience and boost operator performance. One of the standout attractions was the *DIAMOND X™ 1.55J QUATTRO*, which returned with significant upgrades in both design and performance. The cabinet was presented with the current Linked Progressive highlights, such as *XTENSION LINK™ Volume 3* and *Volume 4*, while the all-new *XTENSION LINK™ Evolution*, proved especially popular for its eye-catching presence and engaging game mechanics. The *DIAMOND X™ 2.32/3.32* multi-screen version, equipped with the *GAMINATOR™ X5*, showcased a versatile selection of entertaining titles that are tailored for the region.

Equally well-received was the *BLACK EDITION II* series: *The BLACK EDITION II XL 2.32/3.32* captivated operators with the highly popular *IMPERA LINK™ Series 2*, while the *BLACK EDITION II 1.49J* brought together the powerful *Impera PROLINK™* and the latest addition to the game portfolio, *RISING TREASURES™*. Proven performers like the *MASTER SL™ 2.32/3.32*, which also featured *GAMINATOR™ X5*, rounded out the offering and demonstrated NOVOMATIC's strength in both innovation and reliability.

### **Casino solutions driving future growth**

Further highlights included the *NOVO UNITY™ PRO*, NOVOMATIC's advanced electronic table game (ETG) platform that enables players to join up to three live games simultaneously – such as Sic Bo, Baccarat, or Roulette – on one station. Highly customizable in its setup, the system allows operators to adapt game configurations, layouts, and betting options to local preferences and regulatory requirements. Its interactivity and flexibility were praised by operators as key advantages in engaging today's players.

The *NOVOVISION™* Casino Management System also made a strong impression with its comprehensive suite of functionalities: biometric access, single-wallet capabilities, advanced player loyalty features, and much more – all of which are aimed at delivering next-level efficiency and security in casino operations.

**Kenan Bajram, Deputy Director Global Sales at NOVOMATIC AG**, reflected on the successful event: “G2E Asia 2025 was once again an outstanding opportunity to engage with partners from across the region and present the full scope of our technology portfolio. Asia's land-based gaming market is as diverse as it is dynamic – each country has its own regulatory framework, technical standards, and player preferences. Our success at this year's show confirms that NOVOMATIC is well-positioned to meet these varied demands with tailored solutions that combine innovation, reliability, and full regulatory compliance. The positive feedback we received – especially for our *DIAMOND X™* and *BLACK EDITION II* series, as well as for the *NOVO UNITY™ PRO* ETG solution – reinforces our commitment to supporting our customers in key markets such as Malaysia, the Philippines, and beyond.”



soloazar.com, 20.05.2025

## G2E Asia 2025: NOVOMATIC celebrates a successful showcase in Macao

*(Gumpoldskirchen).- Strong visitor numbers, excellent customer engagement, and positive feedback for its region-specific innovations highlight NOVOMATIC's momentum in the Asian gaming market.*



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## Casino solutions driving future growth

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intergameonline.com, 20.05.2025

## G2E Asia 'an outstanding opportunity to engage' for Novomatic

May 20, 2025  
by Richard Hollis



Novomatic hailed the G2E Asia 2025 event as “an outstanding opportunity to engage with partners from across the region” after exhibiting at the show in Macau earlier this month.



The company's exhibition portfolio included the Diamond X 1.55J Quattro, which returned with significant upgrades in both design and performance. The cabinet was presented with the current linked progressive highlights, such as Xtension Link Volume 3 and Volume 4, while the all-new Xtension Link Evolution “proved especially popular” according to a spokesperson.

Equally well-received was the Black Edition II series: The Black Edition II XL 2.32/3.32 showcased the Impera Link Series 2, while the Black Edition II 1.49J brought together Impera ProLink and the latest addition to the game portfolio, Rising Treasures.

Also present was the Novo Unity Pro, Novomatic's electronic table game (ETG) platform that enables players to join up to three live games simultaneously – such as sic bo, baccarat or roulette – on one station.

The NovoVision casino management system also made a strong impression with its comprehensive suite of functionalities: biometric access, single-wallet capabilities, advanced player loyalty features and more.

“Asia's land-based gaming market is as diverse as it is dynamic – each country has its own regulatory framework, technical standards and player preferences,” said Kenan Bajram, deputy director global sales at Novomatic AG.

“Our success at this year's show confirms that Novomatic is well-positioned to meet these varied demands with tailored solutions that combine innovation, reliability and full regulatory compliance. The positive feedback we received – especially for our Diamond X and Black Edition II series, as well as for the Novo Unity Pro ETG solution – reinforces our commitment to supporting our customers in key markets such as Malaysia, the Philippines and beyond.”

g3newswire.com, 20.05.2025

## Novomatic celebrates a successful showcase at G2E Asia 2025 in Macao

By Phil - 20 May 2025

Novomatic enjoyed a highly successful presence at this year's G2E Asia, which was held from May 7–9 at The Venetian Macao.

The company impressed visitors with a well-curated portfolio of advanced gaming solutions that are specifically tailored to the Asian market—drawing a strong attendance, excellent customer engagement, and positive feedback across the board.

This year's showcase focused on delivering both innovation and regional relevance, with a lineup designed to elevate the player experience and boost operator performance. One of the standout attractions was the Diamond X 1.55J Quattro, which returned with significant upgrades in both design and performance. The cabinet was presented with the current Linked Progressive highlights, such as Xtension Link Volume 3 and Volume 4, while the all-new Xtension Link Evolution, proved especially popular for its eye-catching presence and engaging game mechanics. The Diamond X 2.32/3.32 multi-screen version, equipped with the Gaminator X5, showcased a versatile selection of entertaining titles that are tailored for the region.

Equally well-received was the Black Edition II series: The Black Edition II XL 2.32/3.32 captivated operators with the highly popular Impera Link Series 2, while the Black Edition II 1.49J brought together the powerful Impera ProLink and the latest addition to the game portfolio, Rising Treasures. Proven performers like the Master SL 2.32/3.32, which also featured Gaminator X5, rounded out the offering and demonstrated Novomatic's strength in both innovation and reliability.

Further highlights included the Novo Unity Pro, Novomatic's advanced electronic table game (ETG) platform that enables players to join up to three live games simultaneously – such as Sic Bo, Baccarat, or Roulette – on one station. Highly customizable in its setup, the system allows operators to adapt game configurations, layouts, and betting options to local preferences and regulatory requirements. Its interactivity and flexibility were praised by operators as key advantages in engaging today's players.

The NovoVision Casino Management System also made a strong impression with its comprehensive suite of functionalities: biometric access, single-wallet capabilities, advanced player loyalty features, and much more – all of which are aimed at delivering next-level efficiency and security in casino operations.

Kenan Bajram, Deputy Director Global Sales at Novomatic AG, reflected on the successful event: "G2E Asia 2025 was once again an outstanding opportunity to engage with partners from across the region and present the full scope of our technology portfolio. Asia's land-based gaming market is as diverse as it is dynamic – each country has its own regulatory framework, technical standards, and player preferences. Our success at this year's show confirms that Novomatic is well-positioned to meet these varied demands with tailored solutions that combine innovation, reliability, and full regulatory compliance. The positive feedback we received – especially for our Diamond X and Black Edition II series, as well as for the Novo Unity Pro ETG solution – reinforces our commitment to supporting our customers in key markets such as Malaysia, the Philippines, and beyond."





globalgamblingnews.com, 20.05.2025

# NOVOMATIC shines at G2E Asia with tailored gaming innovations



**NOVOMATIC** made a significant impact at G2E Asia 2025, held from May 7<sup>th</sup> to 9<sup>th</sup> at The Venetian Macao, showcasing a portfolio of advanced gaming solutions meticulously tailored for the Asian market.

The event drew substantial attendance, fostering excellent customer engagement and receiving widespread positive feedback.

The highlight of NOVOMATIC's exhibit was the focus on innovation and regional adaptation, designed to enhance player experiences and operator efficacy.





The **DIAMOND X 1.55J QUATTRO**, a key attraction, returned with advanced design and performance upgrades. It featured Linked Progressive highlights like *XTENSION LINK Volume 3* and *Volume 4*, with the new *XTENSION LINK Evolution* standing out for its vibrant presentation and engaging mechanics.

Additionally, the **DIAMOND X 2.32/3.32** multi-screen version, integrating the *GAMINATOR X5*, offered a diverse selection of region-specific titles.

The **BLACK EDITION II** series also garnered interest, particularly the **BLACK EDITION II XL 2.32/3.32**, featuring the popular *Impera LINK Series 2*. The **BLACK EDITION II 1.49J** combined the powerful *Impera PROLINK* with the latest *Rising Treasures* game.

Models like the **MASTER SL 2.32/3.32**, with its *GAMINATOR X5*, further demonstrated NOVOMATIC's prowess in innovation and dependability.

The **NOVO Unity Pro** electronic table game platform allows players to concurrently engage with multiple live games such as *Sic Bo*, *Baccarat* and *Roulette*, and was praised for its customisability and adaptability to local demands.

The **NOVOVISION** Casino Management System also stood out, offering a comprehensive suite of features aimed at enhancing operational efficiency and security.

**Kenan Bajram**, Deputy Director Global Sales at NOVOMATIC AG, says: "G2E Asia 2025 was an outstanding opportunity to engage with partners and showcase our comprehensive technology portfolio.

"The positive reception, particularly for our **DIAMOND X** and **BLACK EDITION II** series and the **NOVO Unity Pro** ETG solution, underscores our commitment to supporting our customers across key markets such as Malaysia and the Philippines."



## Buchvorstellung in Berlin: „Der Mensch, das Spiel und der Zufall“

Was steckt dahinter, wenn der Staat in die individuelle Freiheit der Menschen beim Glücksspiel eingreift und warum macht er das überhaupt? Antworten darauf gaben Dr. Daniel Henzgen (Foto r.) und Dominik Meier (M.) am 19. Mai im Quadriga Café in Berlin zur Vorstellung ihres Buches „Der Mensch, das Spiel und der Zufall“ vor rund 40 Gästen aus Politik, Medien und Public Affairs. Sie beleuchten in ihrem Buch nicht nur Wesen und Faszination des Gewinnspiels um Einsatz und Zufall über alle Kulturen und Epochen hinweg, sondern auch, wie sich Staat und Gesellschaft dazu verhalten. Und wie viel Freiheit, Autonomie und Mündigkeit dabei dem Individuum zugestanden wird. Passend dazu gab es von den Autoren an diesem Abend Einblicke und Anekdoten aus den Bereichen Ökonomie, Philosophie, Geschichte, Stochastik und Spieltheorie. Lesung und Autorengespräch wurden zusätzlich von einer Ausstellung flankiert, die die Buchthemen auch visuell aufgriff. Moderator der Veranstaltung war Tobias Schmidt (l.) von der Fachzeitschrift „Politik & Kommunikation“.



## Spiel als Herausforderung für Herrschaftsformen

Das Spiel mit dem Zufall habe immer schon Macht- und Ordnungsstrukturen herausgefordert, lautet eine der zentralen Thesen des Buchs. „In der Sekunde des Spiels sind alle gleich“, führte Meier vor Augen. In der Bedeutung von Gleichheit und Freiheit als Spielprinzipien aber schwebte stets eine latente, subversive Gefahr für Staat und Religion mit. Die zufällige Auswahl von Gewinnern und Verlierern im Spiel entziehe sich staatlicher Kontrolle. Auch religiösen, leistungsethischen und pädagogischen Vorstellungen sei das Spiel mit dem Zufall zuwider gelaufen, weil hier weder Sittlichkeit noch Fleiß eine Rolle spielten. Vor diesem Hintergrund sei die Regulierung von Gewinnspielen schon immer auch Kampfplatz von Ideologien, Moralvorstellungen und Machtinteressen gewesen.

## Pathologisierung der Spielfreude und Spielen als soziale Auszeit

Gegenwärtig erlebten wir, so die Autoren, dass die gesundheitspolitische Perspektive den Diskurs eindeutig dominiert. Dass die Spielfreude pathologisiert werde. Dass Spaß am Spiel und der Nervenkitzel des ungewissen Ausgangs, des Zufalls, keine Rolle mehr spielten. Genau darin aber liegt Henzgen und Meier zufolge die Faszination des Gewinnspiels im sonst durchgetakteten Alltag. Denn wer die Welt des Spiels betritt, verlasse die soziale Welt der gesellschaftlichen Normen, der Hierarchien, Gesetze und Tabus. „Glücksspiel ermöglicht eine Auszeit von den Regeln, mit denen wir unsere Gesellschaft organisieren. Wir leben in einer sehr durchstrukturierten Welt, in der alles vorgegeben ist, es kaum Freiraum gibt für individuelle Entfaltung. Das Glücksspiel stellt eine Option dar, aus dieser Gleichförmigkeit auszubrechen“, erläuterte Henzgen.

## Spiel und individuelle Freiheit

Zum politischen Plädoyer wird das Buch spätestens bei der Fragestellung nach der gelebten Freiheit jedes einzelnen Menschen und inwiefern der staatliche Umgang mit dem Spiel ein Maßstab für eine – oder eben keine – freiheitliche, demokratische Gesellschaftsordnung ist. Aktuell machen die Autoren eine regressive Entwicklung im staatlichen Umgang mit Gewinnspiel aus, hin zu einem „zunehmend paternalistischen Menschen- und Gesellschaftsbild“. Jeder Mensch aber habe das Recht, betonten Henzgen und Meier, seine Freizeit nach den eigenen Vorstellungen zu gestalten, ohne pathologisiert und paternalisiert zu werden. Das Buch eröffne hier Möglichkeiten, aus der Vergangenheit zu lernen und will neue Denkanstöße geben.

„Der Mensch, das Spiel und der Zufall“ ist im Springer Wissenschaftsverlag erschienen. Der Wirtschafts- und promovierte Politikwissenschaftler Dr. Daniel Henzgen ist Geschäftsführer Kommunikation & Compliance bei Löwen Entertainment. Dominik Meier, Inhaber von Miller & Meier Consulting, ist Herausgeber des Online-Magazins Freiheit | Macht | Politik. Die Buchvorstellung in Berlin wird auch eines der Themen der kommenden Ausgabe von **games & business** sein. [Hier gibt's alle Informationen zu unserem gratis Probeabo.](#)



isa-guide.de, 16.05.2025

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(Photo: Novomatic AG)

## Casino solutions driving future growth



(Photo: Novomatic AG)

Further highlights included the *NOVO UNITY™ PRO*, NOVOMATIC's advanced electronic table game (ETG) platform that enables players to join up to three live games simultaneously – such as Sic Bo, Baccarat, or Roulette – on one station. Highly customizable in its setup, the system allows operators to adapt game configurations, layouts, and betting options to local preferences and regulatory

requirements. Its interactivity and flexibility were praised by operators as key advantages in engaging today's players.

The *NOVOVISION™* Casino Management System also made a strong impression with its comprehensive suite of functionalities: biometric access, single-wallet capabilities, advanced player loyalty features, and much more – all of which are aimed at delivering next-level efficiency and security in casino operations.

**Kenan Bajram, Deputy Director Global Sales at NOVOMATIC AG**, reflected on the successful event: "G2E Asia 2025 was once again an outstanding opportunity to engage with partners from across the region and present the full scope of our technology portfolio. Asia's land-based gaming market is as diverse as it is dynamic – each country has its own regulatory framework, technical standards, and player preferences. Our success at this year's show confirms that NOVOMATIC is well-positioned to meet these varied demands with tailored solutions that combine innovation, reliability, and full regulatory compliance. The positive feedback we received – especially for our *DIAMOND X™* and *BLACK EDITION II* series, as well as for the *NOVO UNITY™ PRO* ETG solution – reinforces our commitment to supporting our customers in key markets such as Malaysia, the Philippines, and beyond."